



SOUTH JORDAN MULLIGANS SURVEY

PUBLIC OPINION CONTEXT FOR PLANNING





- 1 We surveyed a representative sample of South Jordan voters via **registered voter records with commercially appended email addresses**.
- 2 Overall, **city residents are happy with the way the city has been run**.
- 3 **The biggest concerns residents expressed focus on managing growth**, and the Mulligans issue is just one piece of this landscape.
- 4 **Residents have heard a lot about this issue** from a variety of different sources.
- 5 When asked to rank their preferred outcomes, **residents are closely divided between investing in Mulligans, developing part of the property and leaving the rest as open space, and leaving Mulligans alone**. There is an appetite for specific plans with economic details.
- 6 The primary criteria for success are **aesthetics & preserving open space**. Tax issues are a mixed bag.

THINGS TO REMEMBER

SURVEY METHODOLOGY

MINIMIZING ERROR

SURVEY METHODOLOGY



Sampling frame consisted of a universe of every registered voter in South Jordan City. The voter records were appended with email addresses from a commercial database vendor.

9k

Using a software randomizer, we selected records for inclusion in the sample to achieve the intended sample size. In total, we emailed 9,000 invitations.

7%

Of the 9,000 invitations, 758 citizens responded with 662 completed online surveys. This results in a response rate of just over 7%. Each email address was prevented from responding more than once.

+4
-

662 completed interviews among an estimated adult population of 32,879 results in a margin of error for the survey of plus or minus 3.77 percentage points. Responses were weighted to better approximate city demographic composition as estimated by the U.S. Census.

SURVEY INVITATION

Survey was introduced as an official city-sponsored survey with academic support.

Subject: Official Survey of South Jordan residents about Mulligans

Hello (First name) (Last name),

We invite you to participate in an official citywide survey of South Jordan residents. The purpose of the survey is to ask for your input about important issues facing South Jordan. This survey has a special focus on Mulligans Golf & Games, including questions about important upcoming policy decisions. The results will be used during official city deliberations.

You were selected at random from a list of all registered voters in South Jordan. Your participation is very important and will help make the survey accurate. This online survey takes about 15 minutes to complete and your answers are completely confidential.

To take the survey click on the link below:

Take the survey

Your participation is very important and will help to shape South Jordan's future.

Sincerely,

Quin Monson, Ph.D., Y² Analytics

SURVEY INVITATION

Citizens were offered details about the researchers & given option to unsubscribe.

Subject: Official Orem City Survey

**** Frequently Asked Questions ****

Who is Y2 Analytics?

Y2 Analytics is a research firm located in Salt Lake City. We are conducting the survey on behalf of the elected officials and staff of South Jordan City.

How did you get my name and email address?

Your name was randomly selected from a publicly available list of all South Jordan registered voters. Your email was matched to your name and address by an outside vendor.

Can you take my name off this list and stop contacting me?

Yes. Click on the link below to opt out of any further contact about this survey.

Who can I contact if I have questions about the survey?

You can contact Y2 Analytics at southjordansurvey@y2analytics.com. Please do not reply to this email address - it will not be seen.

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)

163

invitees (or less than 2%)
unsubscribed from the
survey email list

CITY DIRECTION & PERCEPTIONS

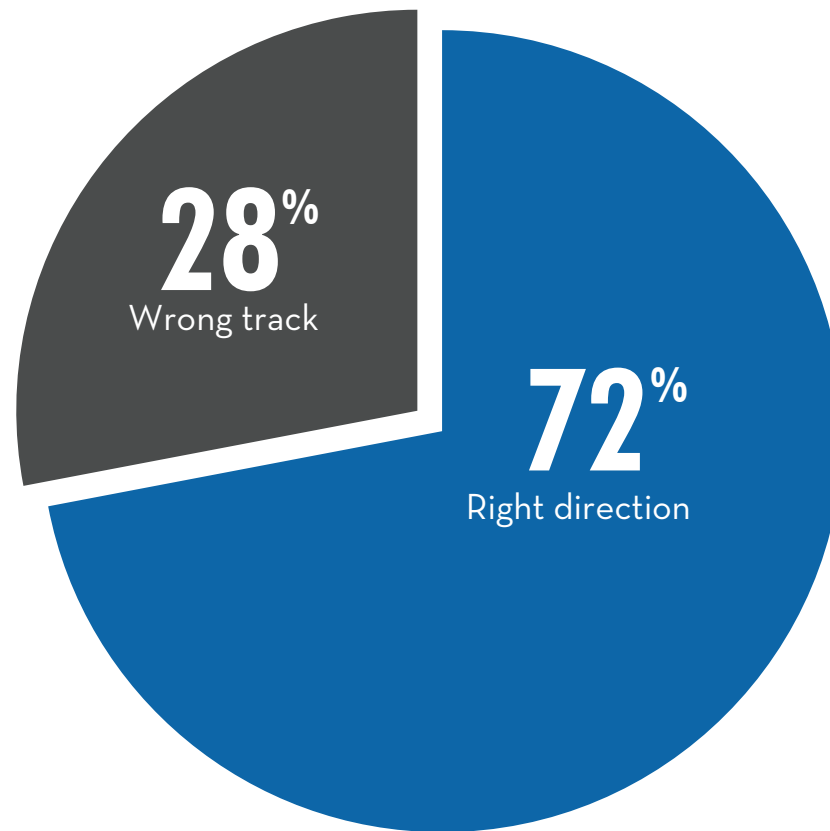
MAJORITY SATISFIED WITH SOUTH JORDAN

OVERALL CITY DIRECTION

Vast majority of residents believe South Jordan is going in the right direction.

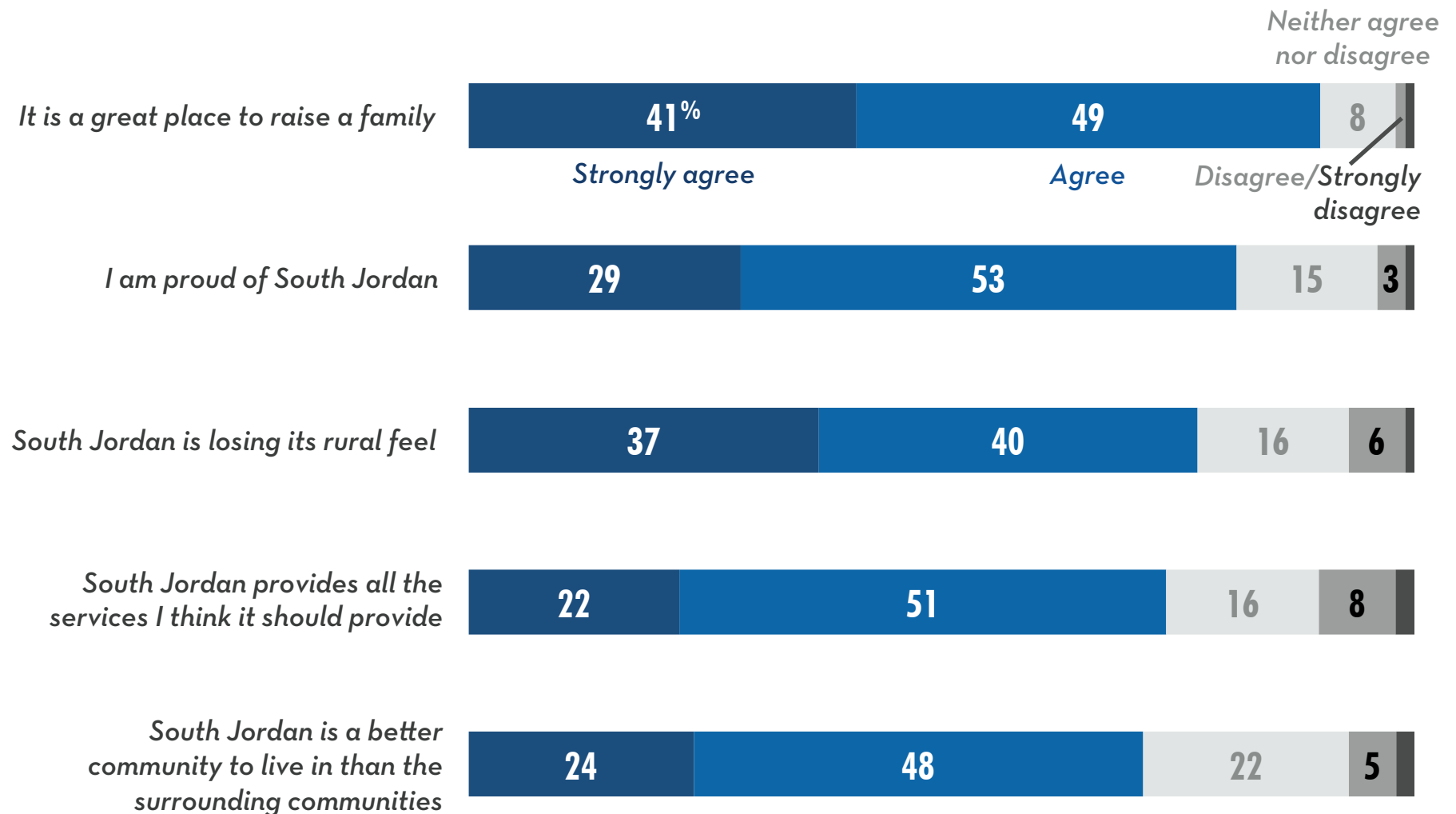


Overall, would you say the *city of South Jordan is headed in the right direction or have things gotten off on the wrong track?*



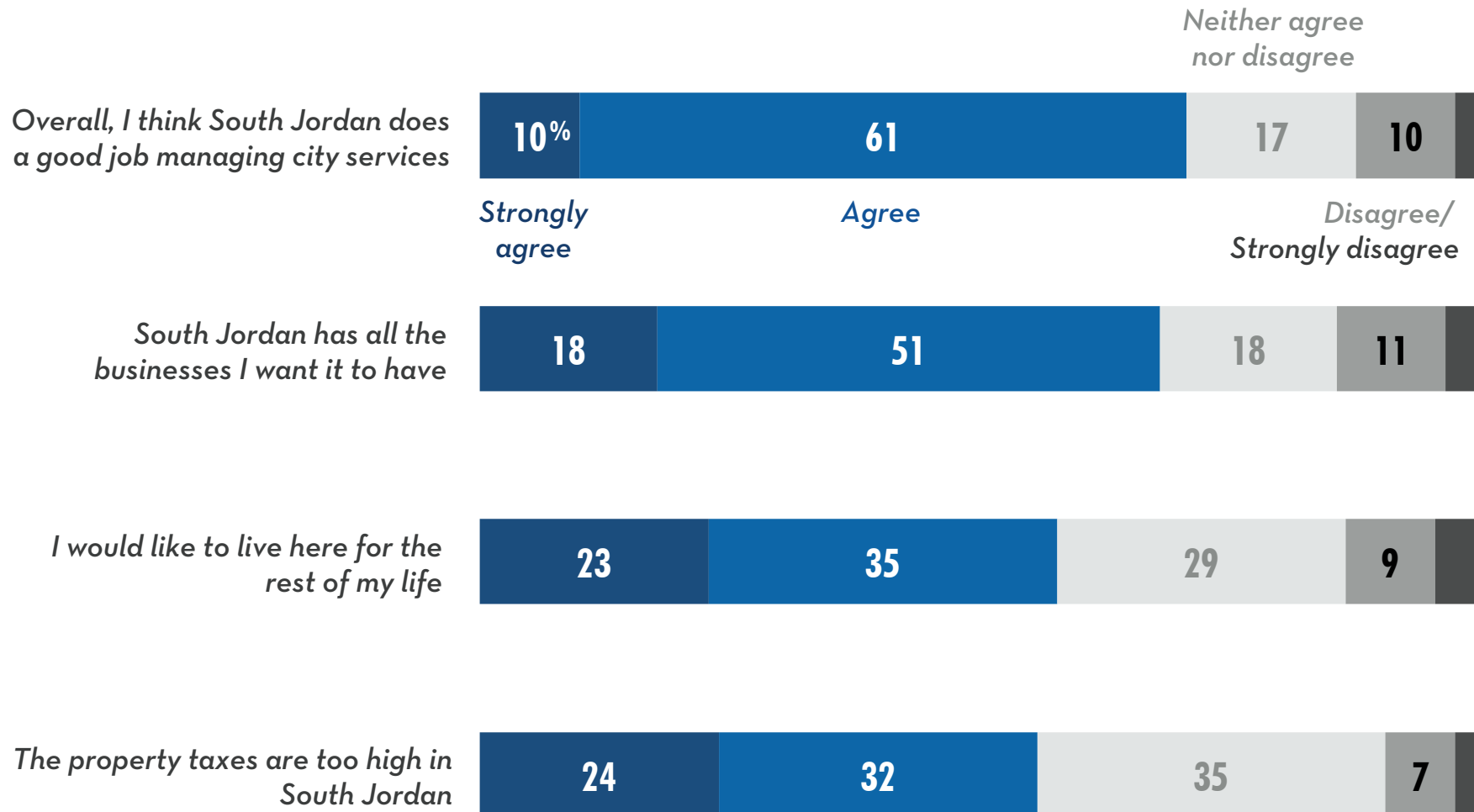
STATEMENTS ABOUT THE CITY

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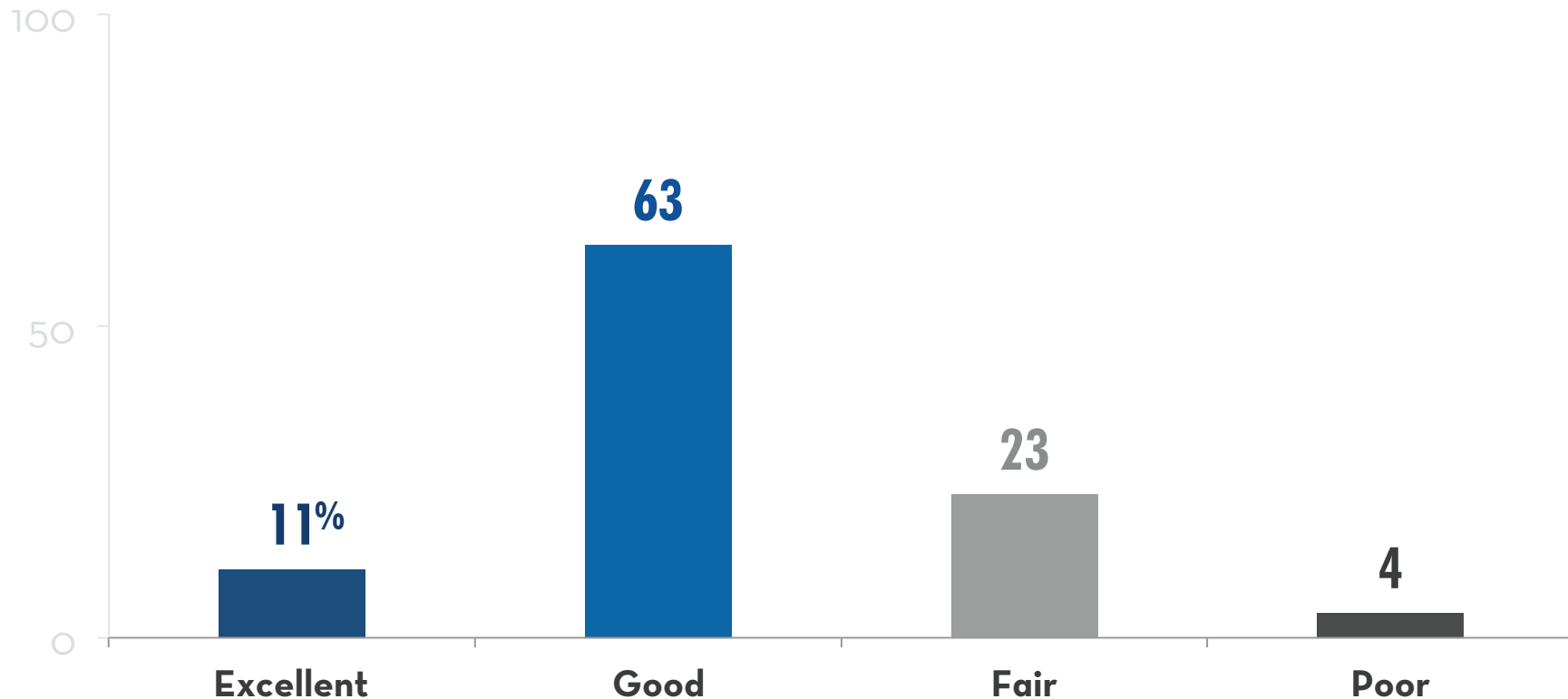


SERVICES FOR TAX DOLLAR

Supermajority of residents rate South Jordan services as Good or Excellent.



*In general, how do you rate the **services you receive from South Jordan** for your tax dollar?*

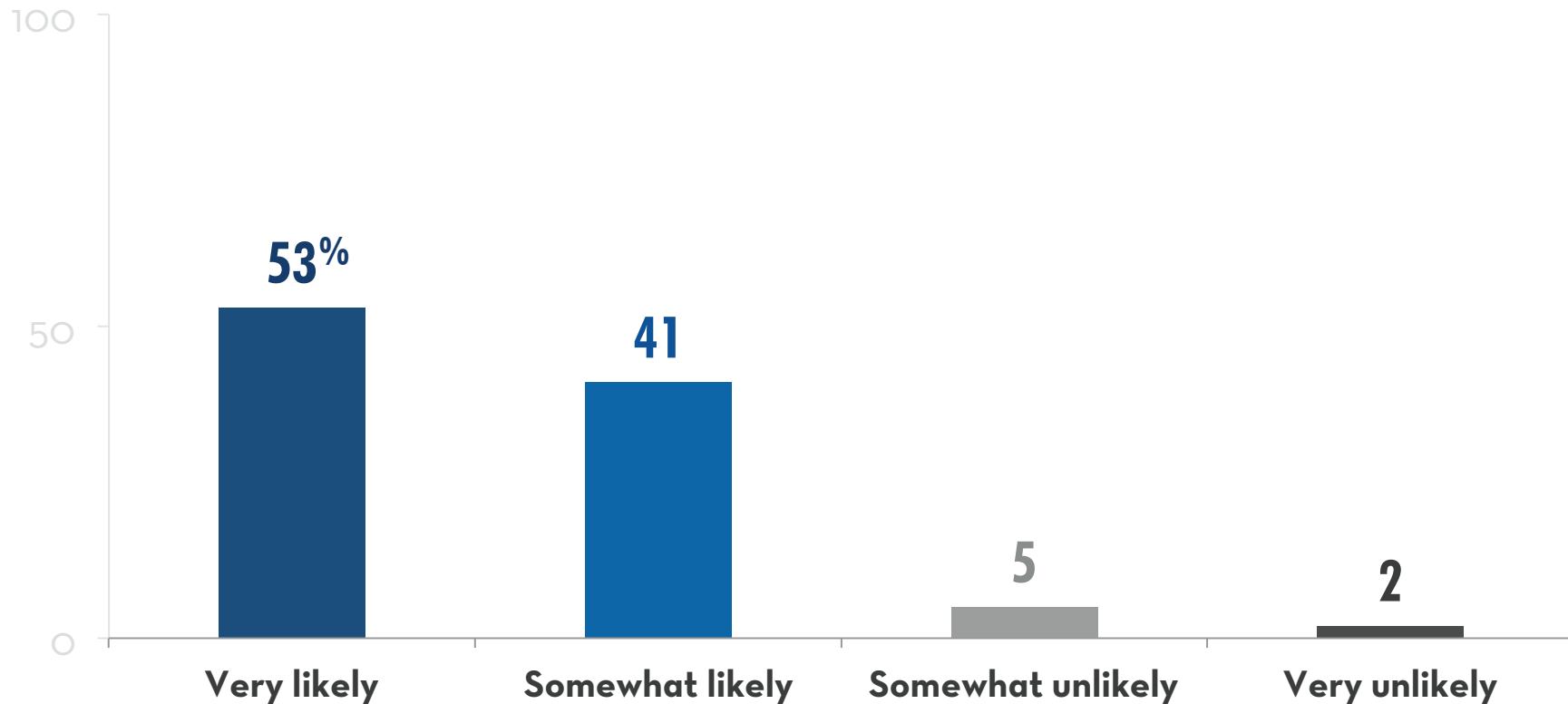


LIKELIHOOD TO PROMOTE SOUTH JORDAN

94% of residents say they are likely to recommend South Jordan to others.



*How likely would you be to **recommend South Jordan to close friends and family as a good place to live?***



MOST IMPORTANT PROBLEM

Major themes in this open-ended question were mostly related to growth.

*In your opinion, what is the **most important problem facing South Jordan today?***



MOST IMPORTANT PROBLEM

Major themes in this open-ended question were mostly related to growth.

Q In your opinion, what is the **most important problem facing South Jordan today?**

"High density housing...cramming too many people in too tightly."

"Traffic on 10600 South and 11400 South during peak hours. Adding high density housing is not going to help."

"Loss of open space and rural feel."

"We cannot pack any more kids into the elementary schools, so perhaps we should slow down on the new construction and figure out how we're going to handle all of these new kids."

"It has become overdeveloped. Our green spaces are disappearing for fast food restaurants and town homes."

"High property taxes."

PERCEPTIONS OF MULLIGANS

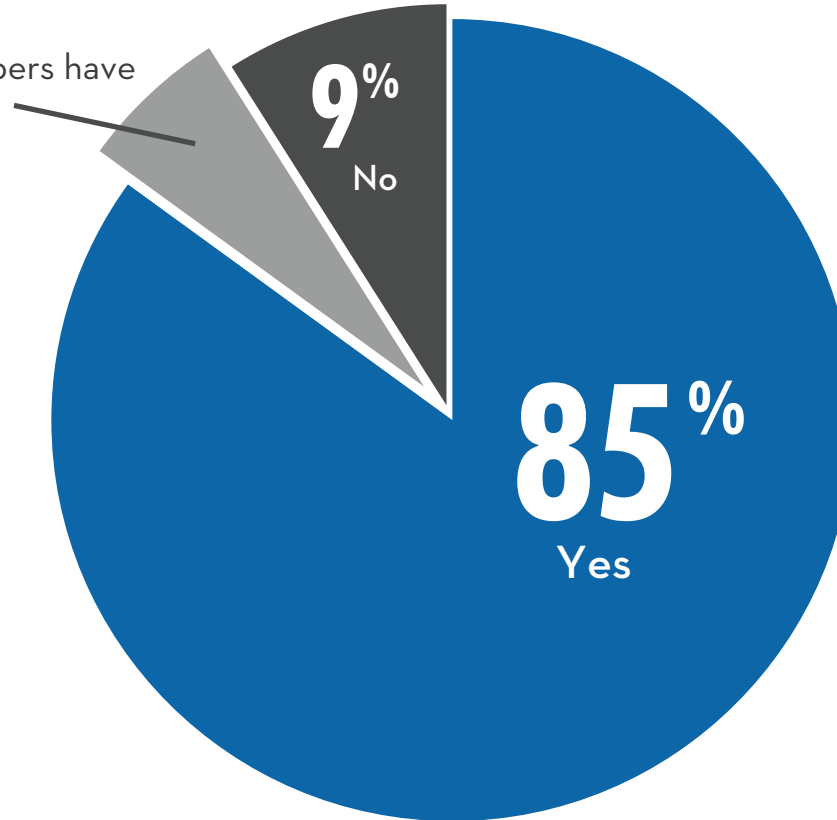
PERSONAL EXPERIENCE WITH MULLIGANS

The vast majority of residents – at some point – have been to Mulligans.



Have you ever *been to Mulligans Golf & Games?*

7% No, but my family members have



PERCEPTION OF MULLIGANS QUALITY

The driving range, mini-golf, and batting cages are highest quality. All above 50.



On a scale from 0 to 100 where 0 is very poor and 100 is excellent, *how would you rate the quality of each of the following features of Mulligans Golf & Games?*



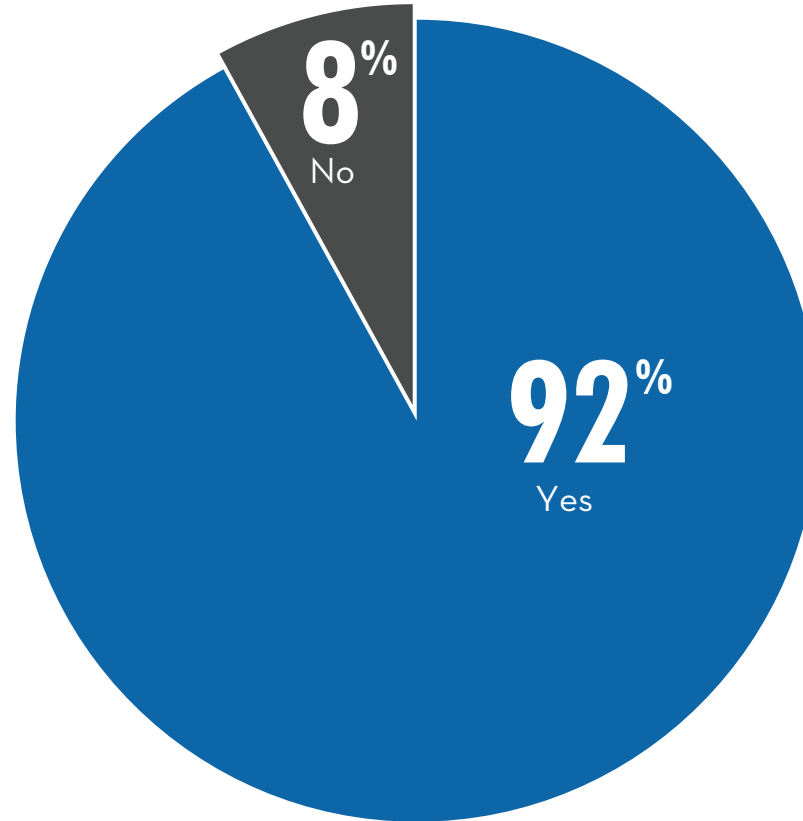
DEBATE ABOUT MULLIGANS

HIGH AWARENESS OF ISSUES

MULLIGANS INFORMATION & CONVERSATIONS

Nearly the entire sample had heard something about the recent debate.

Q Have you *heard, seen, or read anything lately* about Mulligans Golf & Games on 106th South?



MULLIGANS INFORMATION & CONVERSATIONS

Information varied widely, but the broad overview of the issue was common.

What have you **heard, seen, or read?**



MULLIGANS INFORMATION & CONVERSATIONS

Many residents reported having heard a lot from a variety of sources.



What have you *heard, seen, or read?*

"I've heard that Mulligans is city owned and that the Mayor wants to develop it into restaurants."

"That Mulligans is closing! Have listened to the video on the South Jordan web page."

"That supposedly it is losing money..."

"Several articles in the Tribune, the Deseret News and the Valley (now City) Journals. Several TV news and radio news stories. Several conversations with neighbors, other city residents and interested parties outside the city. I received the Mayor's letter on the subject."

"The city is looking for a long term solution to that business and the land surrounding it. Citizens that live very close by do not want it to change."

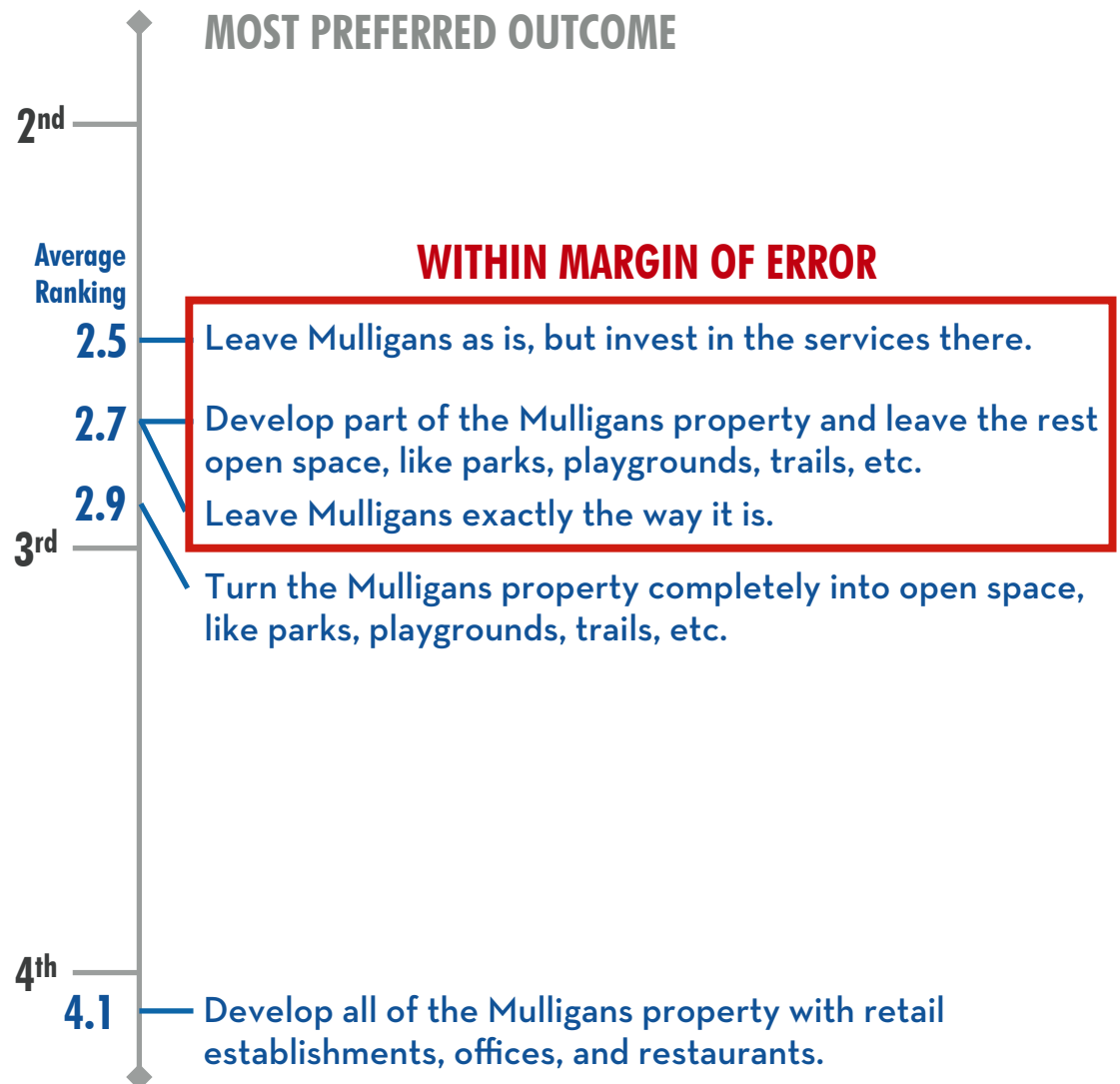
"They are trying to close mulligans and build high density stuff in the river bottoms."

MULLIGANS PREFERRED OUTCOMES

Asked to rank generic outcomes, residents strongly opposed full development.

Q The City of South Jordan currently owns and operates Mulligans Golf & Games and provides some help to Mulligans to stay in operation. City officials are currently considering alternative uses for the property.

Below is a list of possible outcomes for the property on which Mulligans Golf & Games sits. Please drag and drop the items into the order you prefer to see happen where the **TOP** item is your **MOST PREFERRED** outcome and the **BOTTOM** item is your **LEAST PREFERRED** outcome.



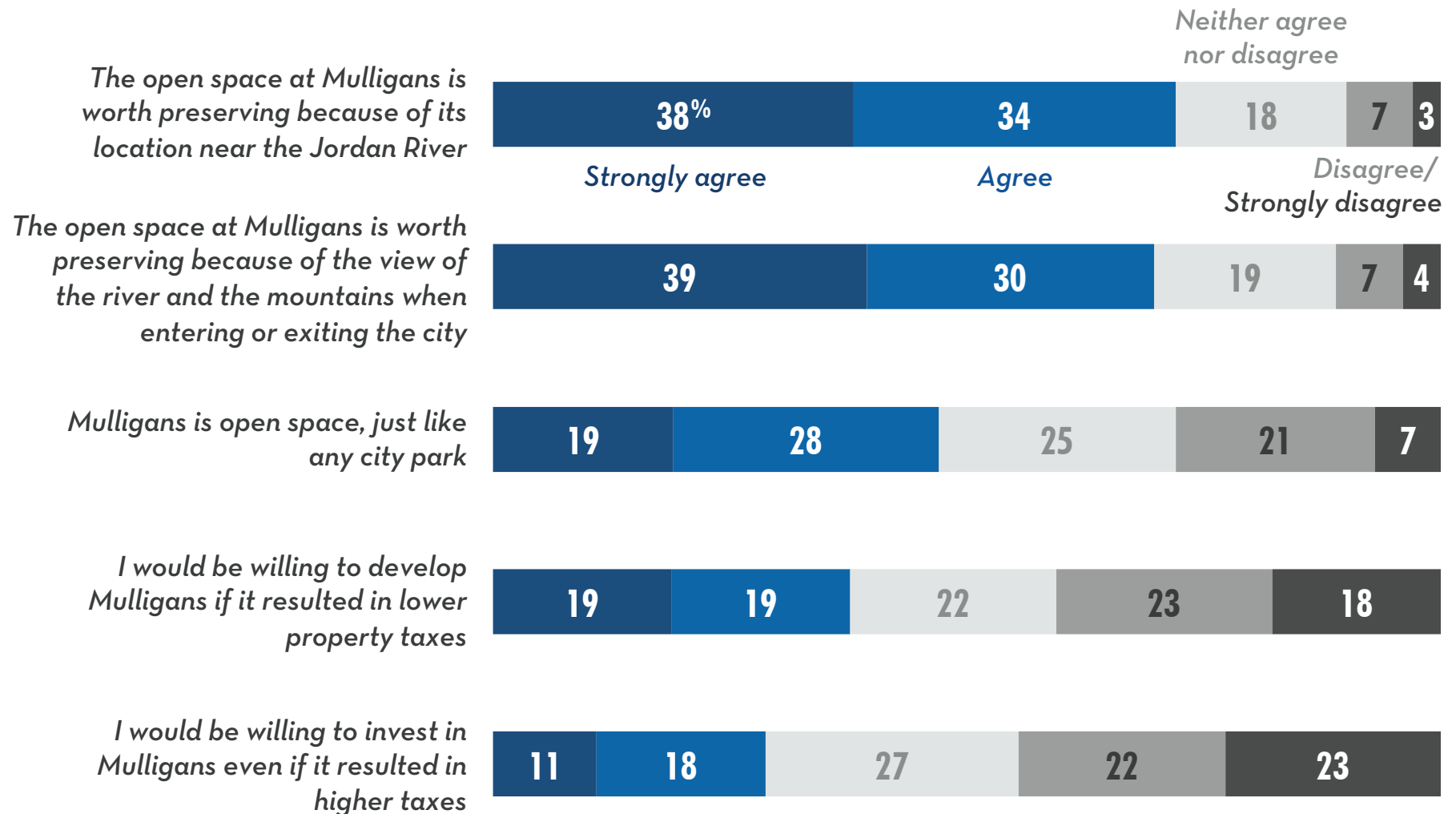
MULLIGANS PREFERRED OUTCOMES

1st District solidly in favor of preservation. Other districts mixed (red = MoE).

OUTCOME	1 st DISTRICT	2 nd DISTRICT	3 rd DISTRICT	4 th DISTRICT	5 th DISTRICT
<i>Leave Mulligans as is, but invest in the services there.</i>	2.2	2.6	2.6	2.5	2.4
<i>Develop part of the Mulligans property and leave the rest open space, like parks, playgrounds, trails, etc.</i>	3.0	2.8	2.5	2.7	2.6
<i>Leave Mulligans exactly the way it is.</i>	2.4	2.7	3.0	2.7	2.9
<i>Turn the Mulligans property completely into open space, like parks, playgrounds, trails, etc.</i>	3.1	2.8	2.8	3.0	2.9
<i>Develop all of the Mulligans property with retail establishments, offices, and restaurants.</i>	4.3	4.1	4.0	4.2	4.2

STATEMENTS ABOUT MULLIGANS

Most residents agree with the sentiment that the environment/aesthetics matter.

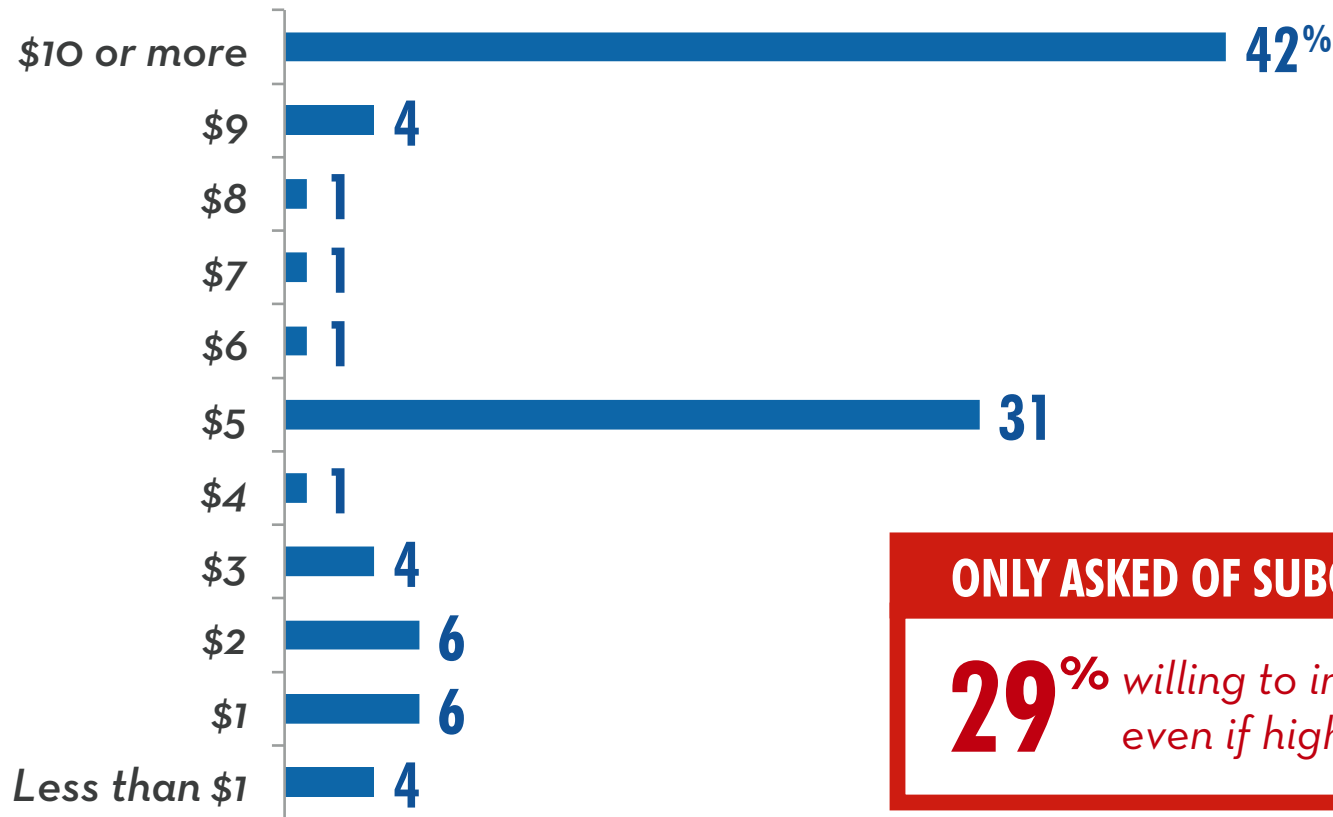


PERCEIVED VALUE

73% of those willing to pay more would pay \$5 or more per month in Mulligans.



How much more in property taxes per month would you be willing to pay to invest in Mulligans?



ONLY ASKED OF SUBGROUP

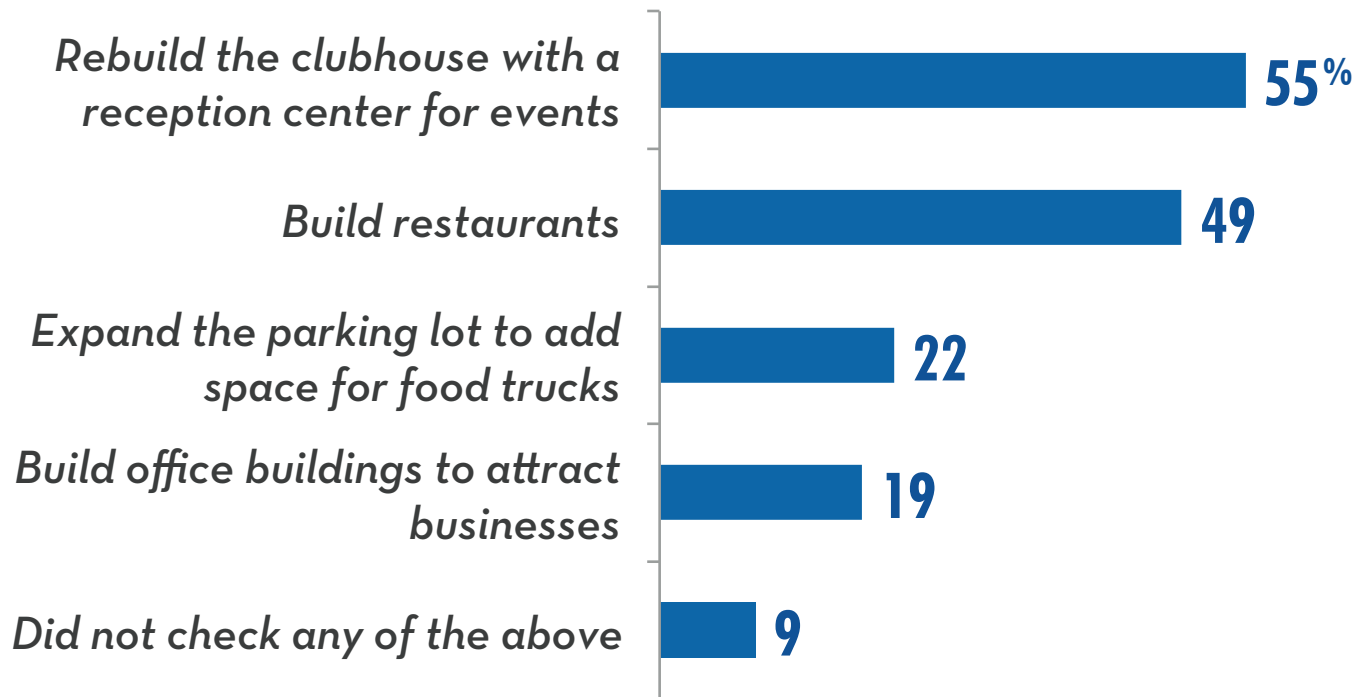
29% willing to invest
even if higher taxes

PARTIAL DEVELOPMENT POSSIBILITIES

Residents split on development, but open to a new clubhouse or restaurants.



*If the City were to sell some of the Mulligans property to help pay the expenses to run Mulligans, **what would you want to happen on the property that the City sells?** Check all that apply.*



OPEN COMMENTARY

Residents left mostly thoughtful comments on Mulligans & open space.

If you have any **comments you would like to share about the future of Mulligans**, please enter them here:



OPEN COMMENTARY

Residents left mostly thoughtful comments on Mulligans & open space.

Q If you have any **comments you would like to share about the future of Mulligans**, please enter them here:

"I don't understand why the city should be involved at all in Mulligans. That should be a private business."

"I would like to assure that this property is developed as a multi-use area (both business and recreational) but keep some open area."

"Leave it like it is."

"...Mulligans seems to be the last of the open space and outdoor family entertainment space. Why should it be eliminated? I am not opposed to leaving some of it and developing some of it...Mulligans always makes me smile to see that little green oasis in the middle of that cement jungle."

"Please do not develop every piece of open land in South Jordan. Mulligans is an important part of South Jordan and should be preserved."

"South Jordan needs to develop other areas and leave Mulligans alone."

PARKS & OPEN SPACE

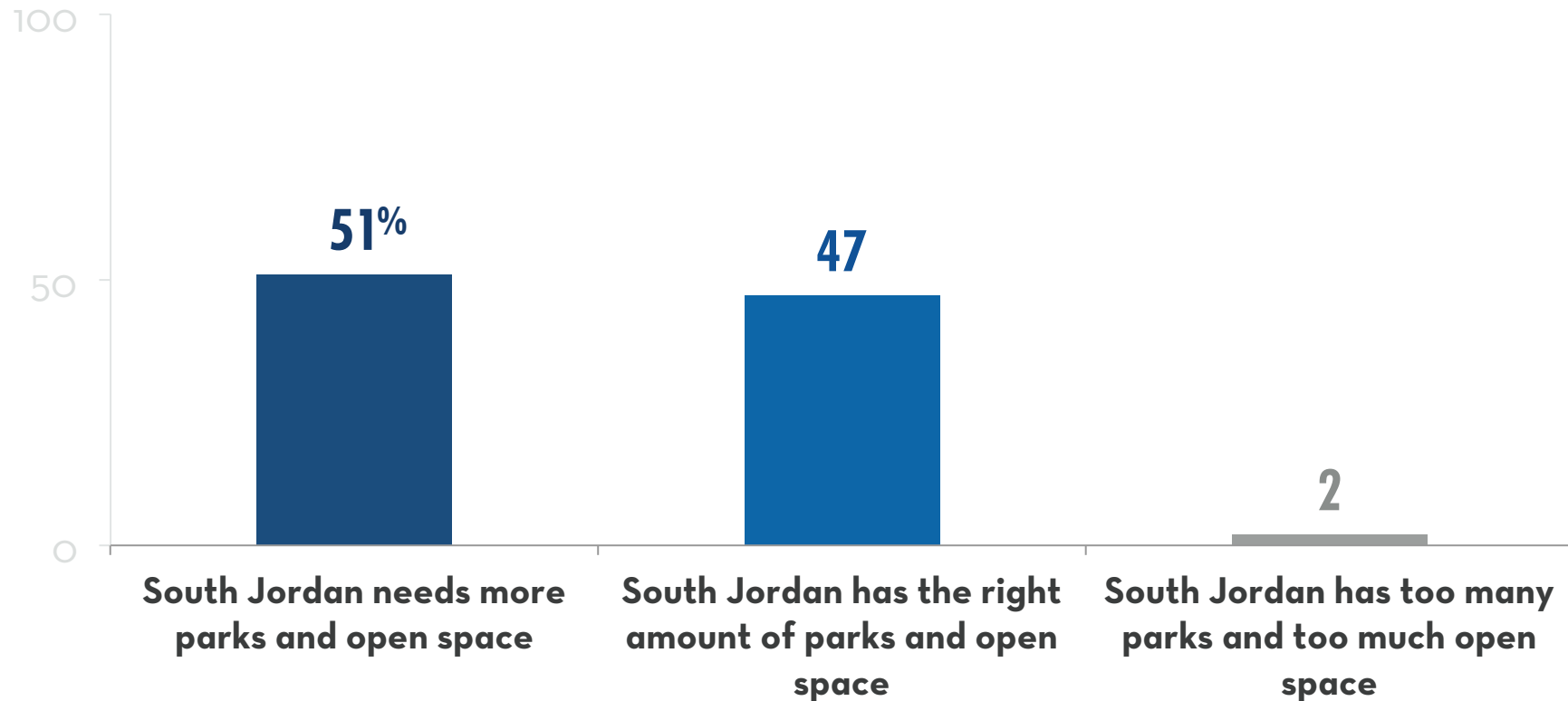
PERCEPTIONS & OPTIONS

NEED FOR PARKS AND OPEN SPACE

A slight majority perceive South Jordan as needing more parks and open space.



Which of the following statements is closest to your view?

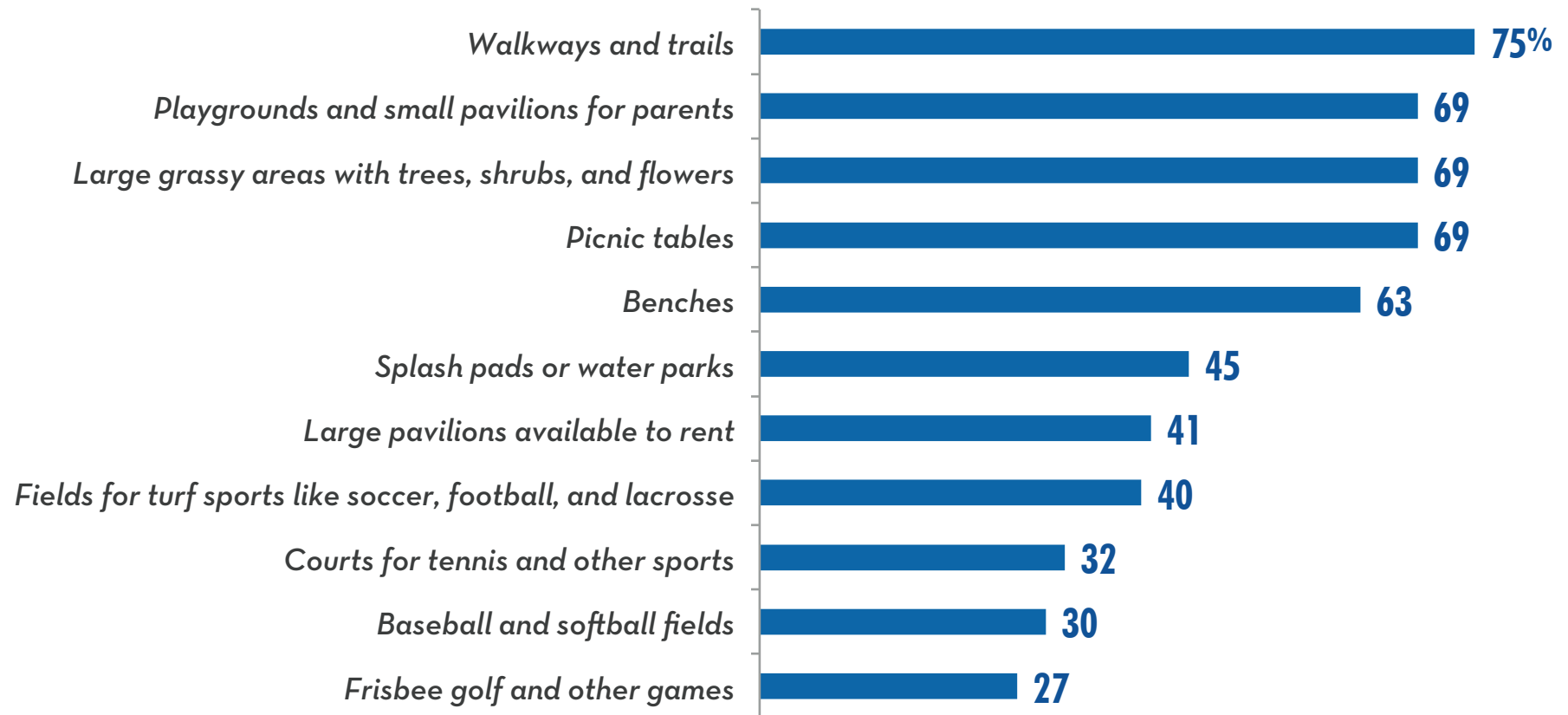


PREFERRED PARK FEATURES

Among the unique features tested, splash pads have the most appeal.



When you think of the *best kind of parks*, what types of *features do they have?* Check all that apply.



CITY TREND TRADEOFF BETWEEN SERVICES & TAXES

Residents, overall, are closely divided on the long term trend for the city.

Q *Some people like to see a city that will spend more money on features that the citizens can enjoy, even if it means higher taxes. Other people like to see a city keep taxes low, even if it means the city does not provide certain features for citizens to enjoy.*

Which statement comes closest to the way you think?

57% *South Jordan should keep taxes low, even if it means not providing some nice features*

43% *South Jordan should provide more features, even if it means higher taxes*



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